



*Office of the  
Mayor*

# *City of Salisbury*

*North Carolina*

## **Mayor Susan Kluttz - Talking Points:**

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- Background & History of Salisbury, 2001 exodus of textile plants, Pillowtex crisis, huge impact on our local economy (affected thousands of workers), continue to see long term employers close unemployment rate currently at 13%.
- Community began to ask what we are going to do as a city to stay competitive, what is our plan and vision? What are we going to do about jobs?
- Salisbury began to look at the infrastructure needed to make us more competitive in the new global information economy. Fiber infrastructure as the future of Salisbury and driver of economic development.
- Studied the issue extensively for several years. Held focus groups, public input meetings, public comment periods, community surveys, business plan & feasibility study. Investigated other communities.
- Appointed City Council Committee & Task Force to guide the process
- Based on the above decided to move forward and issue \$30M in debt to finance the project – approved by the Local Government Commission and received favorably by the debt markets.
- Before this asked incumbents to provide this service but would not guarantee they would provide service
- We are doing this for several reasons: Jobs, Fairness, Equity, Education, Public Safety, and Access
  - Jobs: We have to stay competitive in recruiting jobs and industry. We are in a competitive region with Charlotte and Kannapolis. The fiber infrastructure will differentiate us as a community.
  - Fairness & Equality: Access to all citizens with an emphasis on providing service to low income areas because incumbents will not. We have a current initiative through our Community Development Corporation that helps first time homeowners, providing a computer free of charge. It provides hope.
  - Education: our children in this new economy require this to be successful. A local private school has voluntarily annexed for the sole reason of receiving fiber infrastructure. Fiber infrastructure and service will be available to every school and student and lives within our city. Fiber will connect our local colleges: Livingstone College, Hood Theological Seminary, Catawba College, and Rowan Cabarrus Community College. Also home to Rowan Regional Medical Center and V.A. Hospital who will benefit.

- Public Safety: this infrastructure will improve the delivery of fire and police services. Currently our city has dead zones where public safety cannot access critical information in their vehicles or on location. This is a serious safety issue for our officers.
- Access: Significant portions of our city have no access. Including areas such as our downtown and industrial areas. This has severely limited small business development. Several small businesses were told it cost several thousand dollars to have service. When our citizens ask for access in these areas they are told it is not available or given a cost-prohibitive estimate for extending service. Everyone in our community should have access.
- The City Council is trying to solve our community's access problems and do what is right for our citizens and our community's vision.
- We desire to provide the very best for ALL of our citizens so they can be successful and flourish.
- Our citizens should not be penalized because they live in a small town in NC.
- All of our citizens deserve the best, our citizens deserve jobs, they deserve to be safe, they deserve the best educational opportunities, and they deserve hope.
- This type of community investment should be incentivized by our state.
- Metropolitan Mayor's Coalition Mayors are in agreement.